

Message Text

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51

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00 /027 W

----- 014441

P 131730Z FEB 75

FM AMEMBASSY VIENNA

TO AMEMBASSY MOSCOW PRIORITY

SECSTATE WASHDC 4794

USDOC WASHDC

UNCLAS VIENNA 1251

EO 11652: N/A

TAGS: BEXP, UR

SUBJ: EWTC MARKET RESEARCH PROGRAM

BEWT FOR THOMPSON

REF: A. VIENNA 849

B. MOSCOW 1657

1. EWTC THANKS COMMERCIAL OFFICE MOSCOW FOR SUGGESTION THAT PROPOSED MRO PROGRAM BE PRESENTED TO MINISTRY OF FOREIGN TRADE IN EFFORT TO OBTAIN MINISTRY'S SUPPORT. IN ORDER TO ASSIST SUCH PRESENTATION THE FOLLOWING PROGRAM DESCRIPTION IS PROVIDED WHICH ALONG WITH INFO IN REF A REPRESENTS COMPLETE MRO PROGRAM.

2. THE COMPREHENSIVE MARKET RESEARCH SURVEY OF THE USSR IS A STUDY OF THE ENTIRE INDUSTRIAL EQUIPMENT MARKET OF THE USSR WITH A SEPARATE DETAILED STUDY OF EACH MAJOR INDUSTRIAL MARKETING CATEGORY.

3. ITS PURPOSE IS TO PROVIDE GUIDANCE AND RECOMMENDATIONS FOR A COMPREHENSIVE AND SPECIFIC U.S. OFFICIAL PROGRAM OF TRADE DEVELOPMENT ACTIVITIES IN THE USSR JUDGED TO BE THE MOST EFFECTIVE (COST/EFFECTIVE) AND IN THE ORDER ESTIMATED TO BE OF MOST INTEREST TO SOVIET INDUSTRIAL OFFICIALS AND SPECIALISTS.

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4. THE STUDY HAS BEEN NEARLY COMPLETED IN THE FOL-

LOWING MANNER: APPROXIMATELY 40 IMPORTANT INDUSTRIAL MARKETING CATEGORIES FOR THE USSR WERE IDENTIFIED BY STUDY AND ANALYSIS OF ALL AVAILABLE MARKET INFORMATION, DATA AND PUBLICATIONS FROM WESTERN COUNTRY AND SOVIET SOURCES.

5. HUNDREDS OF INTERVIEWS WERE HELD IN WESTERN EUROPE WITH MARKETING SPECIALISTS, REPRESENTATIVES AND SALES AGENTS ACTIVE IN THE USSR WITHIN THE 40 INDUSTRIAL MARKETING CATEGORIES AND THE INFORMATION OBTAINED IN THE INTERVIEWS WAS USED ALONG WITH THAT MENTIONED PREVIOUSLY TO WRITE A SEPARATE MARKET PROFILE STUDY FOR EACH MAJOR INDUSTRIAL MARKETING CATEGORY.

6. RECOMMENDATIONS HAVE BEEN MADE FOR ALL TYPES OF OFFICIAL TRADE DEVELOPMENT ACTIVITIES AND EVENTS IN EACH MARKETING CATEGORY STUDY INCLUDING PRODUCTS AND TECHNOLOGY WHICH APPEAR TO BE OF HIGHEST INTEREST TO SOVIET INDUSTRY AND MOST EFFECTIVE FOR U.S. GOVERNMENT ACTIONS.

7. BEFORE THE SURVEY CAN BE COMPLETED THESE RECOMMENDATIONS SHOULD BE VERIFIED TO INSURE THAT SOVIET INDUSTRIAL OFFICIALS AND SPECIALISTS ARE IN FAVOR OF THESE RECOMMENDATIONS AND THAT THEY REFLECT THEIR HIGHEST PRIORITY INTERESTS. AFTER INTERVIEWS WITH SOVIET INDUSTRIAL OFFICIALS THE SURVEY'S FINAL SUMMARY AND RECOMMENDED SCHEDULE OF TRADE DEVELOPMENT ACTIVITIES CAN BE COMPLETED. HUMES

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 13 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975VIENNA01251
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750052-0971
From: VIENNA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750244/aaaabngt.tel
Line Count: 90
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 VIENNA 849
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 02 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <02 MAY 2003 by RuthemTJ>; APPROVED <08 JAN 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: EWTC MARKET RESEARCH PROGRAM BEWT FOR THOMPSON
TAGS: BEXP, UR
To: MOSCOW COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006